



FOR IMMEDIATE RELEASE

uSamp™ Acquires DMS Insights™ from AOL™ – Combining Two Robust Sampling Platforms, Complementary Technologies, Shared Vision for Future of Market Research

**CONTINUING TO SUPPORT TRAFFIC AND INCENTIVES FOR OPINION PLACE,
AOL REMAINS STRATEGIC PARTNER AND RESEARCH CLIENT OF DMS INSIGHTS**

ENCINO, Calif. (June 24, 2010) – uSamp (www.usamp.com), one of the world's fastest-growing online panel and technology companies, today announced the acquisition from AOL of DMS Insights (www.dms-research.com), also known as Digital Marketing Services, Inc., online research experts and inventors of the patented River Sample. Financial details of the acquisition were not disclosed.

uSamp and DMS Insights will combine to offer best-in-class online sample and panel management solutions. Each company has an extensive, diverse, active panel—the combined global panel will reach 2.7 million, including an extensive Hispanic panel of more than 100,000.

The announcement comes on the heels of uSamp's latest funding round. Earlier this week, the company announced that it closed a \$10 million Series C round of financing, led by OpenView Venture Partners of Boston.

Founded in 1995, DMS Insights is recognized for its pioneering work in creating the “river sampling” methodology, which resulted in the development of Opinion Place™, the online industry's first and largest portal for random, real-time recruitment of survey respondents via the Internet.

DMS Insights brings to uSamp a deep research pedigree, its patented screening and routing technology and the company's innovative approach to online tracking studies. This approach provides broad sample sourcing, stable data delivery and turnkey project execution—making DMS the leader in delivering sample for tracker research.

AOL will remain a strategic partner of DMS Insights, continuing to support both traffic and AOL credit incentives for Opinion Place. AOL also remains an important sampling and research client of DMS.

“This is a merging of two companies with similar visions for serving market research, and we're thrilled to bring DMS Insights on board,” said Matt Dusig, co-founder and CEO of uSamp. “DMS has pioneered router and river technologies, and is well-



known for its heritage of extensive sampling services provided over the past 15 years. Combined with our own deep well of innovative technologies that ensure quality research and panel management, customers of both uSamp and DMS will be getting the most robust sample solution available.”

“This is a great opportunity for our company and for our clients,” said Chuck Miller, DMS President. “We’ve partnered with uSamp since its formation, because we share similar philosophies of how to provide high-quality online panel, technology and services to clients. We’re combining the strengths of two companies at the top of their game, and this merging of complementary products and services will enhance the quality of service we’ve always provided to our clients.”

The current DMS leadership and production team will remain unchanged. The integration process will result in complete continuity of service to all clients. DMS and uSamp are identifying areas where combined capabilities will provide enhanced services.

The DMS Insights company name is not expected to change. Its brands and properties will likewise remain active for the foreseeable future, including Opinion Place, which has operated continuously since September 1996.

About uSamp™

uSamp (www.uSamp.com), formerly United Sample Inc., is one of the world’s fastest growing online panel companies, providing survey panelists and technology for use in market research. Founded in 2008, uSamp has 90 team members worldwide and more than 2.0 million global market research panelists. The company’s web-based panel platform is transforming the management and delivery of online panel for market researchers, offering unprecedented access over their panel. uSamp’s deep well of proprietary technologies includes SampleMarket™, PanelNet™, PanelShield™ and real-time Panel Book Search — cutting-edge solutions for accessing, branding and managing panels. uSamp’s platform eliminates fraudulent, professional and duplicate survey takers while giving market researchers access to highly responsive, hard-to-reach panelists across any niche demographic, from just about anywhere in the world. Established by the creators of the renowned goZing™ online panel, uSamp is based in Los Angeles, with offices in India, Connecticut and London.

About DMS™

Founded in 1995, DMS Insights (www.dms-research.com) is the inventor of River Sample™ and a leader in delivering high-quality online research. Leveraging its research heritage, DMS provides a level of expertise unseen in other online sample providers. Coupled with a service-oriented culture, clients continually benefit from this history of innovation, excellence and leadership. The pioneering work of DMS in creating the innovative river sampling method resulted in Opinion Place™, the online industry’s first and largest portal for random, real-time recruitment of survey respondents via the Internet. In 2006, DMS broke new ground in validation by integrating technology from IDology™ to check personal identities against offline records, and now combines that with additional features including digital fingerprinting and data locks to round out its Security Suite.

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